ABSTRACT OF THE DISCLOSURE

A system and method for producing, publishing, distributing, managing and interacting with rich content items over one or more platforms, comprising a plurality of database servers, application servers, web servers, and a hierarchical intelligent

5   broadband network constructed of network servers (resource root server, Network servers, Edge servers, and cache machines). A system and method are provided which are able to provide rich content infrastructure via an intelligent hierarchical network capable of optimizing data storage and transfer to user clients and end users. The network allows remote manipulation of every object of data on a content item display

10   composed of images, video clips, sound files, and text files. It combines object-oriented methodology with multimedia layering techniques using a database for content item and resource management. The present invention culminates in the creation and management of abstract - generic, whereby content is created once, and distributed, converted and accessed from anywhere, on all platforms.

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